



**TWELVE-WEEK
PROTECTION
AGAINST TICKS AND FLEAS**

**BECAUSE YOU SEE
SOMETHING DIFFERENT
EXPECT THE EXTRAORDINARY**



**1 DOSE. 12 EXTRAORDINARY WEEKS
OF FLEA AND TICK PROTECTION.**

BRAVECTO[®]
EXPECT THE EXTRAORDINARY

 **MSD**
Animal Health



6 WAYS BRAVECTO® HELPS YOU AND YOUR PET

- 1 **FAST-ACTING, LONG-LASTING PROTECTION**
- 2 **AVAILABLE IN A TASTY CHEW**
- 3 **12 WEEKS OF PROTECTION AGAINST TICKS, FLEAS AND MITES**
- 4 **CANNOT GET LOST (AS WITH COLLARS) OR WASHED OFF**
- 5 **MAY BE USED ALONGSIDE OTHER ROUTINE TREATMENTS¹**
- 6 **STAY PROTECTED WITH ONLY 4 TREATMENTS PER YEAR**

BRAVECTO® BREAKS THE FLEA LIFE CYCLE

Fleas don't just hurt your dog, they **invade your space**, leaving offspring in your carpet, bedding and furniture. Quickly **multiplying by the thousands**, these intruders **infest** your home resulting in a constant supply of new fleas that can **bite you and your pet**. Bravecto® kills newly emerged fleas before they can **produce viable eggs^{3,4}** and thus, **breaks** the flea **life cycle** and effectively **eliminates** these pests and their offspring from your home.



RAPID AND GENTLE DEFENCE



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Bravecto® is here to help you spend more quality time with your pet and less effort dealing with flea and tick infestations. It lasts almost three times longer than monthly medications. Fewer treatments per year means more protection.

Dog lovers appreciate the extraordinarily long **12-week hassle-free** period between treatments and the single dose application of Bravecto®. We think you and your dog will too.

BRAVECTO® KILLS TICKS THAT TRANSMIT DISEASE

Ticks are not only ugly, but, they carry and can transmit biliary and other **harmful diseases** to both pets and people. Bravecto® **kills ticks fast** and lasts a full 12 weeks^{2,3,4} thus, reducing exposure to these diseases. What is more, Bravecto® has also been **tested in South Africa** against our Yellow Dog Tick, with **great results!**⁵

MORE TREATS, LESS TREATMENT

Get back to enjoying more great adventures in the great outdoors. With Bravecto®, your dog will need fewer treatments per year – freeing you and your family to do the things you love to do.

NO MORE WORRIES ABOUT:

- **KEEPING YOUR PET HOUSEBOUND**
- **WAITING FOR PROTECTION TO BEGIN**
- **SCHEDULING MONTHLY TREATMENTS**
- **THE EFFECT OF BATHING OR SHAMPOOING ON YOUR DOGS PROTECTION**
- **THE DEBILITATING EFFECTS OF DEMODECTIC MANGE ON YOUR DOG**

WHY BRAVECTO®?


With millions of dogs already treated worldwide, you can be assured that Bravecto® is a great product for your pet in the fight against fleas and ticks. We've invested in rigorous clinical trials to produce a safe and effective treatment.

MAXIMUM IMPACT, ZERO COMPROMISE⁶

- **SUITABLE FOR ALL DOG BREEDS**
- **MAY BE USED IN BREEDING, PREGNANT AND LACTATING DOGS**
- **APPROVED FOR PUPPIES OVER 8 WEEKS AND 2 KG**
- **MAY BE USED IN DOGS WITH THE MDR1 GENE DEFICIENCY (EG. COLLIE TYPE BREEDS)**

BRAVECTO IS FAST-ACTING AND FAMILY-FRIENDLY

- **PROTECTS 3 TIMES LONGER WITH JUST ONE CHEW THAT HAS A FLAVOUR DOGS LOVE!**
- **STARTS KILLING IN 2 HOURS AND CONTINUES TO KILL FLEAS, TICKS AND MITES FOR A FULL 12 WEEKS^{3,4}**
- **WORKS FROM THE INSIDE, SO IT WON'T RUB OFF ON CHILDREN OR FURNITURE**



FREQUENTLY ASKED QUESTIONS

WHY DOES BRAVECTO® LAST SO LONG?

Because Bravecto® contains fluralaner, which has unique and innovative properties. After treating your dog with Bravecto®, fluralaner is absorbed into the bloodstream. Within the bloodstream there are proteins to which the fluralaner attaches very tightly, and the body then eliminates fluralaner very slowly. This leads to a long duration of activity. When it does get removed from the body, it departs mostly unchanged in the dog's faeces.^{5,6}

HOW SAFE IS BRAVECTO®?

With over 55 safety trials being conducted Bravecto® has been used in 72 countries across the globe, with more than 34 million doses being dispensed to dog owners around the world. Bravecto® continues to grow in popularity, and its safety profile re-affirmed through constant monitoring and repeat government agency review.⁷ In South Africa the Department of Agriculture, has assessed the safety and approved Bravecto® for use in dogs. Assessment and approval has also occurred across multiple other government agencies around the world.

BRAVECTO® IS NOW ALSO REGISTERED FOR THE TREATMENT OF:

■ DEMODECTIC MANGE

A controlled study showed the **complete removal** of *Demodex* spp. mites from treated dogs with just 1 treatment.

Consult your vet if you suspect your dog suffers from this condition as this can only be confirmed by doing a skin scrape.

CLINICAL STUDY



Day 0 – fluralaner treatment



Day 84

BRAVECTO®
EXPECT THE EXTRAORDINARY

www.bravecto.co.za

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REFERENCES

- 1 Bravecto Spot-On [prescribing information]. Madison, NJ: MSD Animal Health; 2016.
- 2 Rohdich N, Roepke RKA, Zschiesche. 2014. A randomized, blinded, controlled and multi-centered field study comparing the efficacy and safety of Bravecto™ (fluralaner) against Frontline™ (fipronil) in flea- and tick-infested dogs. *Parasites and Vectors*, 7: 83: pp 1-5.
3. Data on file: Study No S11261-00-HIP-CLI-CN. Determination of the speed of kill of CBPI administered once orally or topically at a dose of 25 mg/kg body weight against tick infestations (*Ixodes ricinus*) and flea infestations (*Ctenocephalides felis*) on dogs. 2012. MSD Animal Health Innovation GmbH, Schwabenheim, Germany.
4. Data on file: Study No S12114-00-HIP-CLI-CN. Determination of the speed of kill of CBPI against ticks (*Ixodes ricinus*) and fleas (*Ctenocephalides felis*) on dogs 4 or 8 hours after oral or topical treatment with CBPI at a dose of 25 mg/kg body weight and after reinfestations 28, 56 and 84 days after treatment. 2012. MSD Animal Health Innovation GmbH, Schwabenheim, Germany.
5. Data on file: Study Number: S12042-00-HIP-CLI-CN; Study to confirm the efficacy of three different batches of CBPI 13.64% (w/w) flavoured chewable tablets administered orally, once only, at a dose of 25 mg CBPI/kg body weight against controlled laboratory induced *Rhipicephalus sanguineus* infestations in dogs. 2013. MSD Animal Health, Malelane Research Unit, South Africa.
- 6 Bravecto [prescribing information]. Madison, NJ: MSD Animal Health; 2014

BRAVECTO® Reg No G4083 (Act 36/1947) each chew contains 25 mg Fluralaner per kg body weight.

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